

Subject: RE: Timely - Breakfast Vendor - Incentives (Cafe Laurent)
From: Miki Payne <Miki@hbdrollinger.com>
Date: 02/27/2017 09:31 AM
To: Donald Duckworth <duckworth.donald@gmail.com>, Cynthia Rogers <westchester.cfm@gmail.com>
CC: Les Watt <les@blacktievalet.com>

I agree.

Miki Payne
Operations Manager

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From: Donald Duckworth [mailto:duckworth.donald@gmail.com]
Sent: Sunday, February 26, 2017 10:01 PM
To: Cynthia Rogers
Cc: Miki Payne; Les Watt
Subject: Re: Timely - Breakfast Vendor - Incentives (Cafe Laurent)

Per our discussion at several Board meetings, I'm god with this recommendation. We need more people at SWFM and this kind of regular attraction should bring them in.

On Fri, Feb 24, 2017 at 1:42 PM, Cynthia Rogers <westchester.cfm@gmail.com> wrote:
Hi all,

I have good news. We potentially have a centerpiece to really develop our food offerings at the market. Cafe Laurent is one of the best in town at the farmers' markets for breakfast and brunch offerings. Tried and true, can rally through all the ebbs and flows of the farmers markets and have driven a lot of love for some of the biggie markets in town: Santa Monica, Mar Vista and the Palisades. They are also at Playa Vista.

They're a French cafe offering absolutely delicious omelettes, quiches, french roasted coffee, pastries and gorgeous baguettes. It's a major win to be able to get them to join our market. On the level of having a high end, organic veggie grower.

The upshot is, they are taken on Sundays - only have so many crews, and equipment set up and they are sought after being at the biggie markets on Sunday with the likes of Santa Monica, Mar Vista and the Palisades BUT balancing my rapport with Laurent and having talked with his team there's a good chance we can get them to sign on if we are able to off-set some of their start up costs.

For them, they have to hire more guys - which we really can't help with but we can with respect to the rest: canopies, tables, banners, special drop over sign. Similar to what we did for the organic veggie grower. Cost estimate is around \$1100 (breakdown listed below).

Further though, I have another meeting with them next week with their main guy that operates all the markets and their local cafe - I have a feeling, similar to what I had with the organic veggie grower (but haven't need to use), I would like the flexibility to offer a weekly stipend incentive. Something like \$25 a week for the first quarter of operation (13 weeks) (or \$325) - it's not much in the grand scheme of it all but every little bit helps and I think the gesture if needed in the conversation will help a great deal.

Thoughts? I would love to get this done. Bottom line, I have been judicious in which vendors we lay this out for and these folks are definitely in our sweet spot like our organic veggie grower and given our turn over (having to replace nearly 20 vendors/farmers over the last stretch) -- love to get this one set and have them stick which I think they will given the timing of the addition (late March/early April start...so for the rise in Spring foot traffic) and because of the loyalty/support aspect all the above would provide.

In the event this doesn't work out, we would keep the equipment but would be out whatever weekly stipend we pay out while they are with us. All said, my gut feeling isthis will work and we'll have a very nice high end centerpiece for our prepared food section.

k, ooops on the long email. Excited. And I just had a latte :)

Best,

Cynthia

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I don't know exactly what they will need until we connect further next week but looking like, given their large set up:

- 2 canopies - the nice industrial ones, fire proof for the health department (\$450'ish)
- 2-3 banners - \$300 or so
- Specialty hang over the side, drop down sign (similar to what we got for the organic veggie grower) (\$100)
- 5-7 tables - \$300

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Cynthia Rogers
Westchester Farmers' Market

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